

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme		Master of Business Administration				Branch/Spec.		Marketing	
Semester		III				Version		1.0.0.1	
Effective from <i>Academic Year</i>			2021-22			Effective for the batch Admitted in			June 2020
Subject code		2IIIA06SDM		Subject Name		SALES AND DISTRIBUTION MANAGEMENT			
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	4	0	0	0	4	Theory	60	40	100
Hours	4	0	0	0	4	Practical	-	-	-
Pre-requisites:									
Objective: To provide an understanding of the concepts, techniques needed for effective decision making in the area of Sales & Distribution									
Learning Outcome:									
2IIIA06SDM.CO1: Understand the concept and significance of personal selling and its strategic role in marketing and relationship management. 2IIIA06SDM.CO2: Apply the principles of sales force management in areas like recruitment, motivation, and performance evaluation to achieve the sales objectives 2IIIA06SDM.CO3: Analyse marketing channel structures and design efficient channel strategies through gap analysis, vertical integration, and performance assessment. 2IIIA06SDM.CO4: Evaluate the effectiveness of distribution and sales strategies in dynamic business environments, integrating emerging trends such as e-commerce and global sales management.									
Theory syllabus									
Unit	Content								Hrs
1	Personal Selling & Marketing Strategy: Sales Management in 21 st century, Environmental factors impact success in selling, Personal Selling and Salesmanship, Setting Personal Selling Objectives and Formulating Personal Selling Strategies, Personal Selling in the Relationship Era, Organizing the Sales Effort: The Effective Sales Executive. The Sales Organization, Sales Department Relationship. Distributive Network Relationship.								15
2	Sales Force Management: Personnel Management in Selling Field. Recruiting and Selecting Sales Personnel. Planning Executing and Evaluating Sales Training Programme. Motivating and Compensating Sales Personnel. Managing Expenses of Sales Personnel. Sales Meeting and Contests. Controlling Sales Personnel - Evaluating and Supervising. Controlling the Sales Efforts: Sales forecasting, The Sales Budgets. Quotas. Sales Territories. Sales Control and Cost Analysis.								15
3	Marketing Channel - Context: Marketing Channel - Structure and Function, Analytical Framework for Channel Design and Implementation. Channel Design: Demand. Supply and Competition: Segmentation for Marketing Channel Design: Service Outputs. Supply-Side Channel Analysis: Channel Flows and Efficiency Analysis, Channel Structure and Membership Issues. Gap Analysis. Vertical Integration: Owning the Channel.								15
4	Channel Implementation and Performance Measurement: Channel Power, Conflict Management, Implementing Channel Decisions, Legal Issues in Distribution Management. Channel Institutions: Retailing, Wholesaling, Logistics and Supply Management, Franchising, Non-Store Retailing and Electronic Channels. Contemporary issues in sales and distribution management. EDI and supply chain, Internet as a medium for order processing and Information.								15

	Recent trends in Sales Management: Sales Management Information System, Relationship Marketing, Role of E-commerce in Selling, International Sales Management, Challenges Faced by International Sales Managers	
Practical content		
Text Books		
1	Coughlan A.T., Anderson E., Stern L.W and Ansary A.E., Marketing Channels, Pearson Education.	
Reference Books		
1	Still, R. R. & Cundiff, E. W., Govoni, N. A. P., Sales Management, Prentice Hall of India.	
2	Coughlan A.T., Anderson E., Stern L.W and Ansary A.E., Marketing Channels, Pearson Education.	
3	Donaldson B- Sales Management: Theory and Practice (Palgrave, 1998)	
4	Sahu P K and Raut K C- Salesmanship and Sales Management (Vikas, 3 rd edition)	
5	Spiro- Sales Management (Tata McGraw-Hill)	
6	Davar R S- Salesmanship and Publicity (Vikas, 16 th edition)	
7	Rama Mohana Rao Services Marketing (Pearson Education)	
8	Johnston Mark W & Marshall Greg W- Sales Force Management (Tata McGraw Hill)	

Note:

Version 1.0.0.0 (First Digit= New syllabus/Revision in Full Syllabus, Second Digit=Revision in Teaching Scheme, Third Digit=Revision in Exam Scheme, Forth Digit= Content Revision)

L=Lecture, TU=Tutorial, P= Practical/Lab., TW= Term work, DT= Direct Teaching, Lab.= Laboratory work

CE= Continuous Evaluation, SEE= Semester End Examination

Mapping of CO with PO and PSO:

Semester 3: Course Name: 2IIIA06SDM SALES AND DISTRIBUTION MANAGEMENT							
Course outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2IIIA06SDM.CO1	3	2	1	2	0	1	2
2IIIA06SDM.CO2	3	3	2	2	1	2	0
2IIIA06SDM.CO3	2	2	3	2	2	3	1
2IIIA06SDM.CO4	0	2	2	3	3	1	2

Semester 2: Course Name: 2IIIA06SDM SALES AND DISTRIBUTION MANAGEMENT			
Course outcomes	PSO - 1	PSO - 2	PSO - 3
2IIIA06SDM.CO1	2	1	2
2IIIA06SDM.CO2	3	3	1
2IIIA06SDM.CO3	1	2	3
2IIIA06SDM.CO4	3	2	3